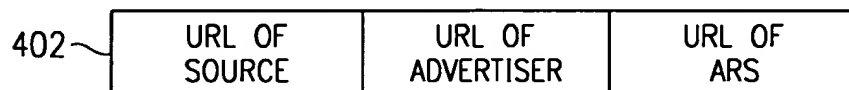


PATH A: SOURCE TO ARS



*FIG. 4a*

PATH B: ARS TO SOURCE



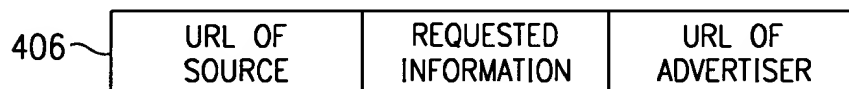
*FIG. 4b*

PATH C: SOURCE TO ADVERTISER



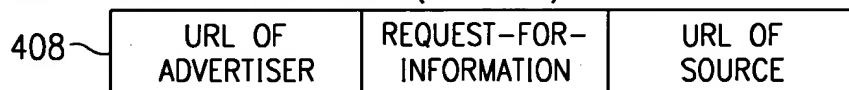
*FIG. 4c*

PATH D: ADVERTISER TO SOURCE

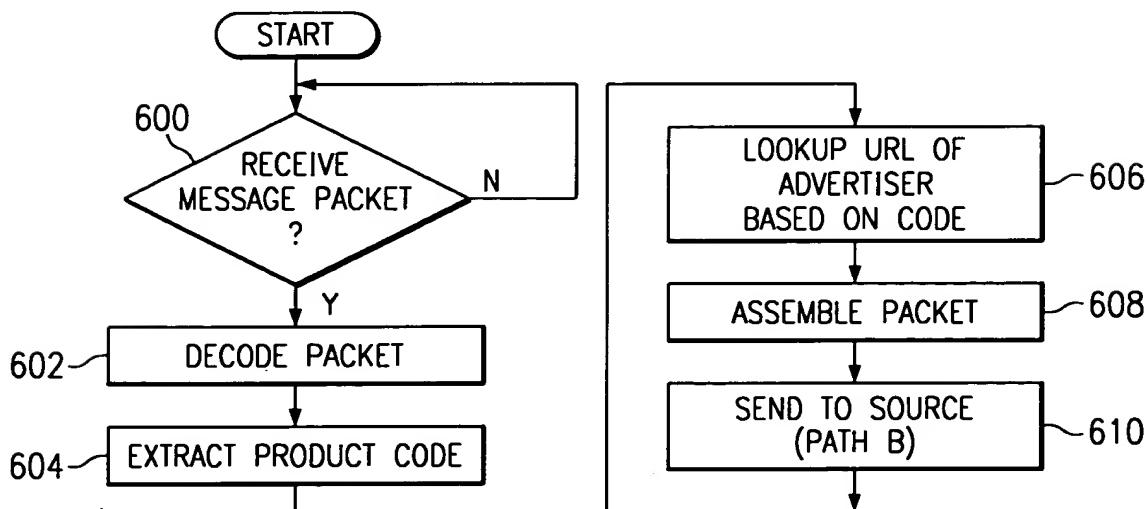


*FIG. 4d*

PATH E: ARS TO ADVERTISER (OPTIONAL)



*FIG. 4e*



*FIG. 6*

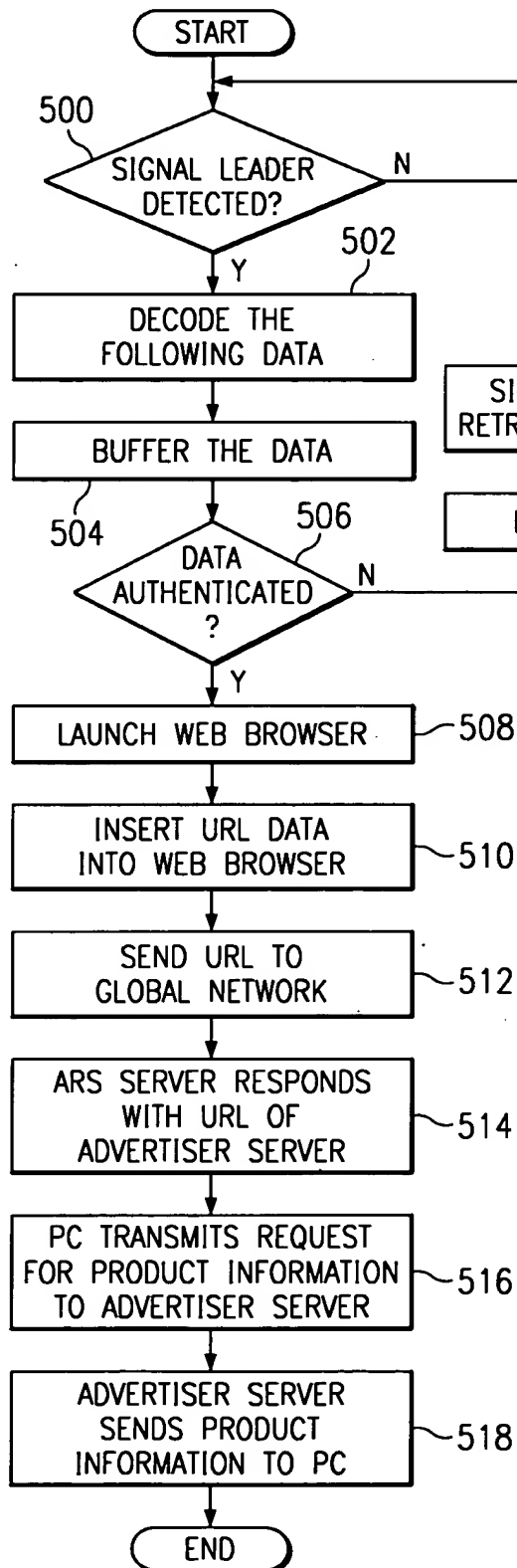


FIG. 5

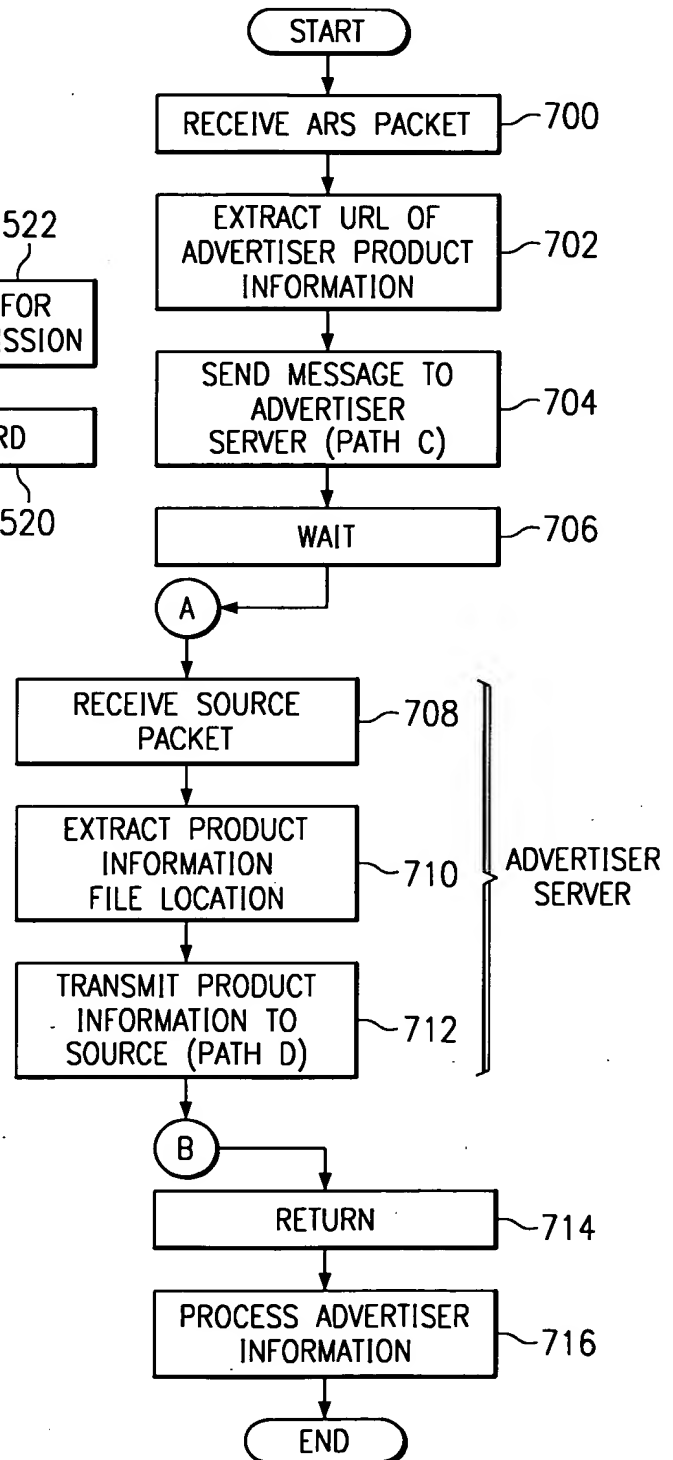
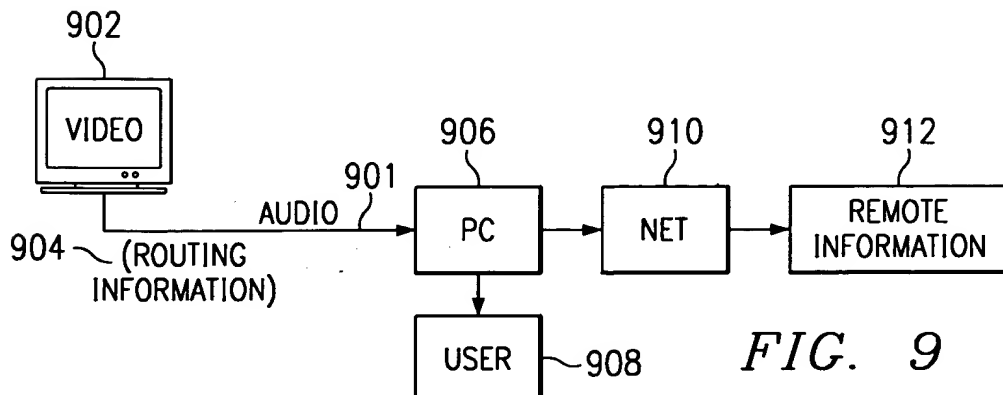
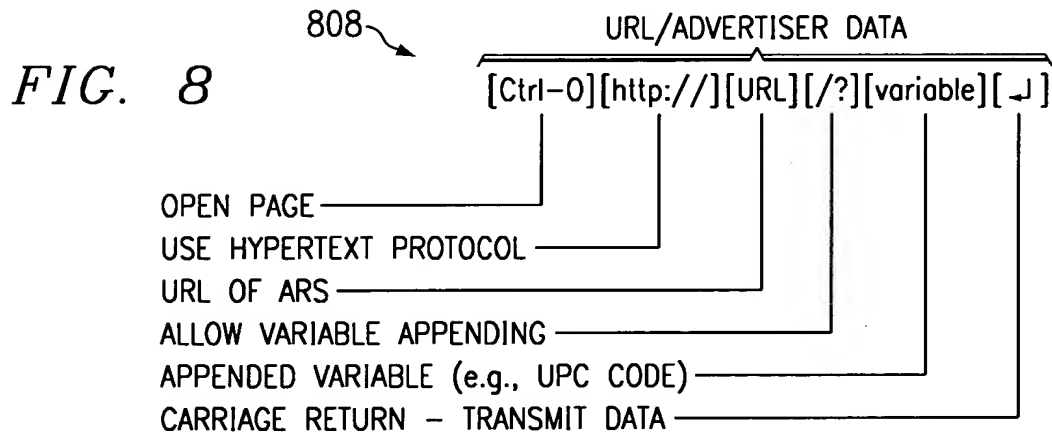
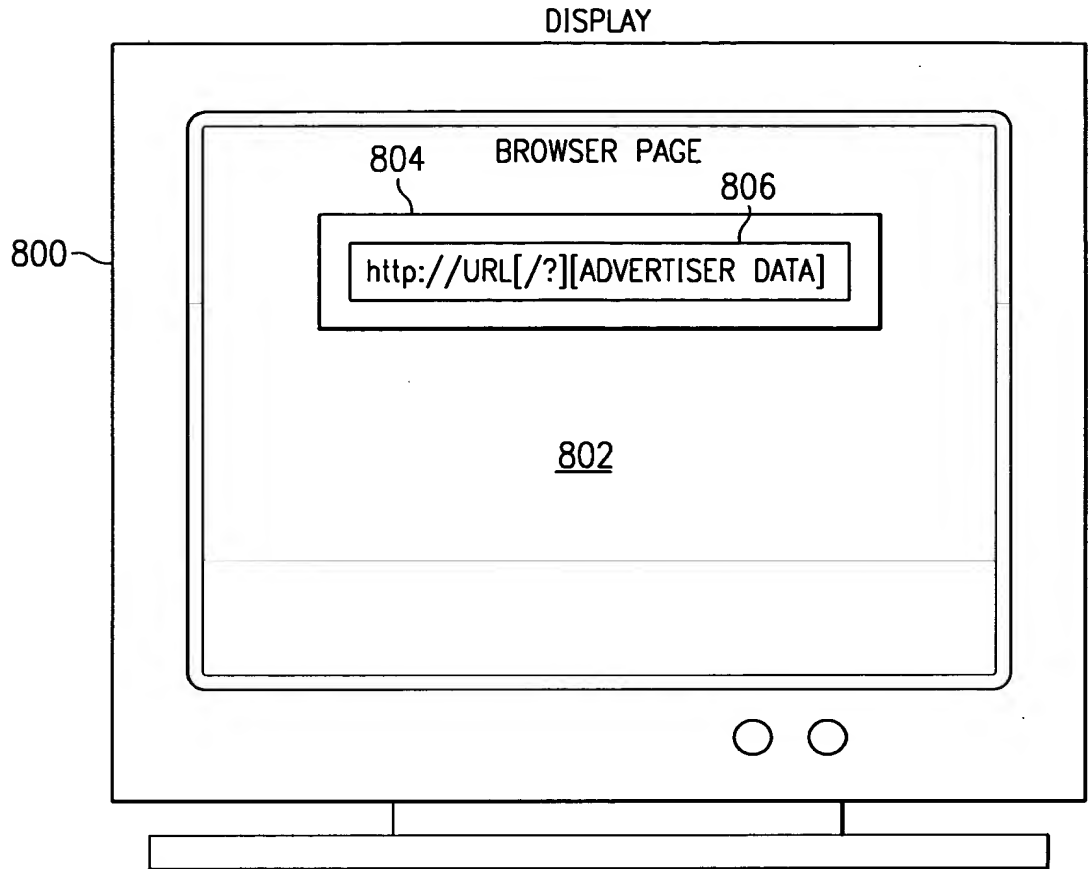
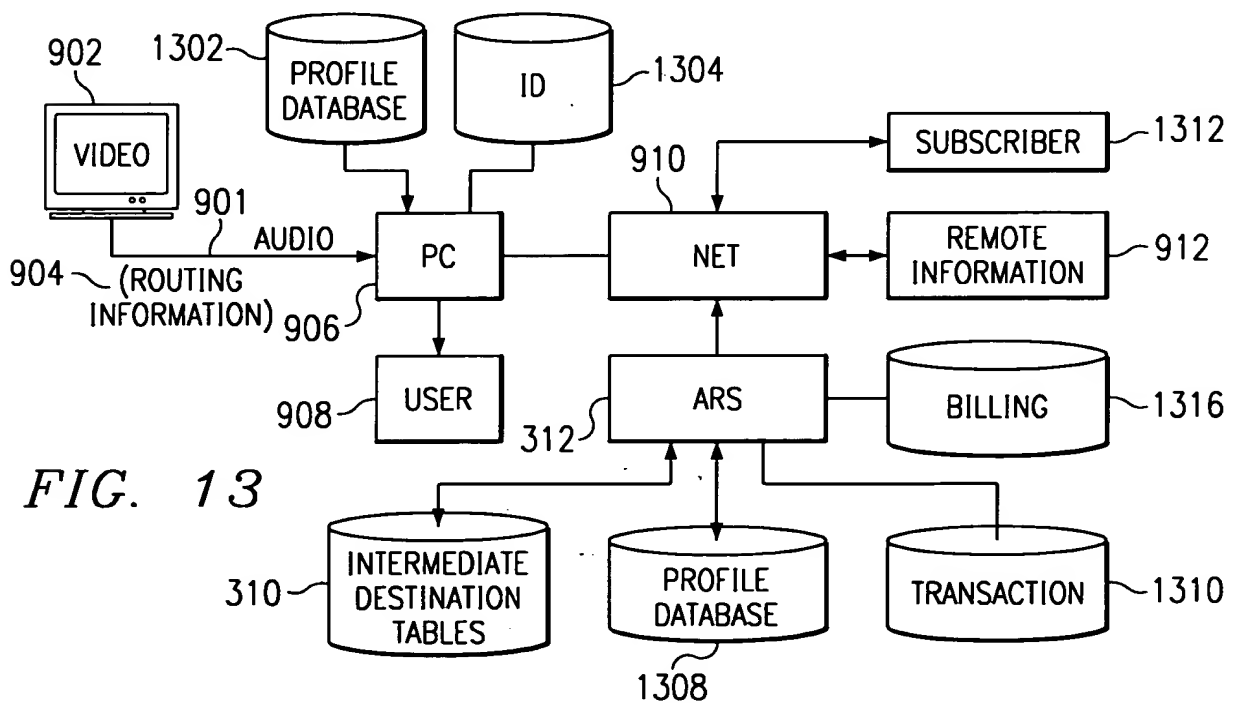
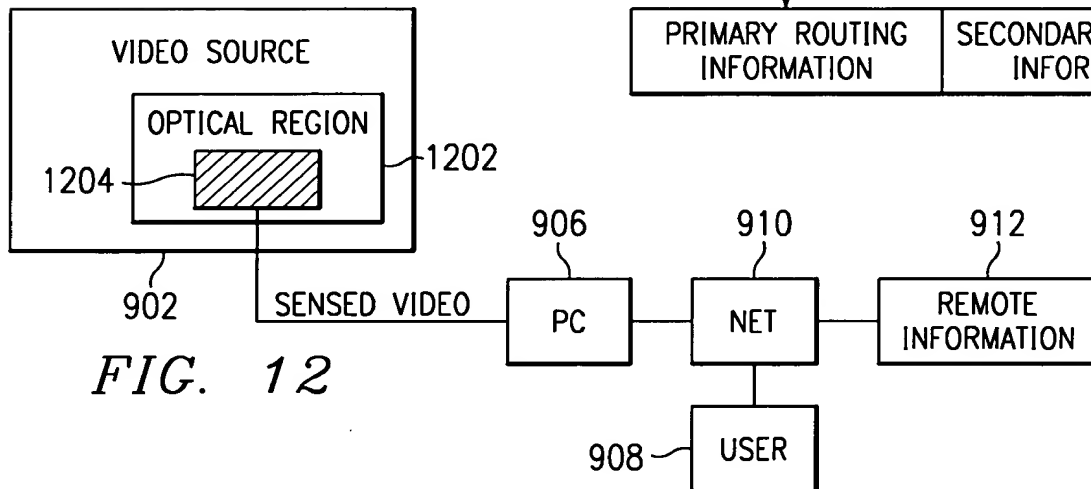
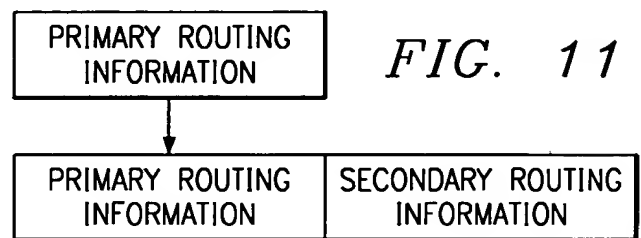
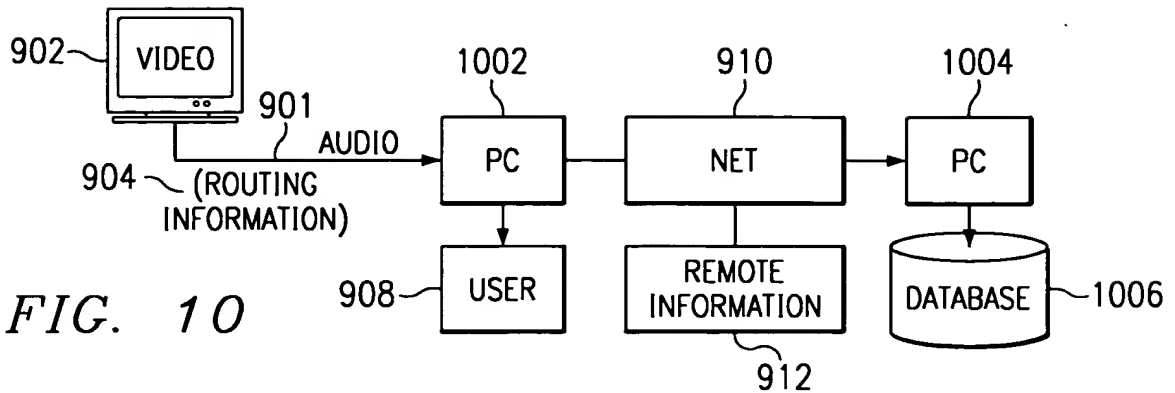


FIG. 7





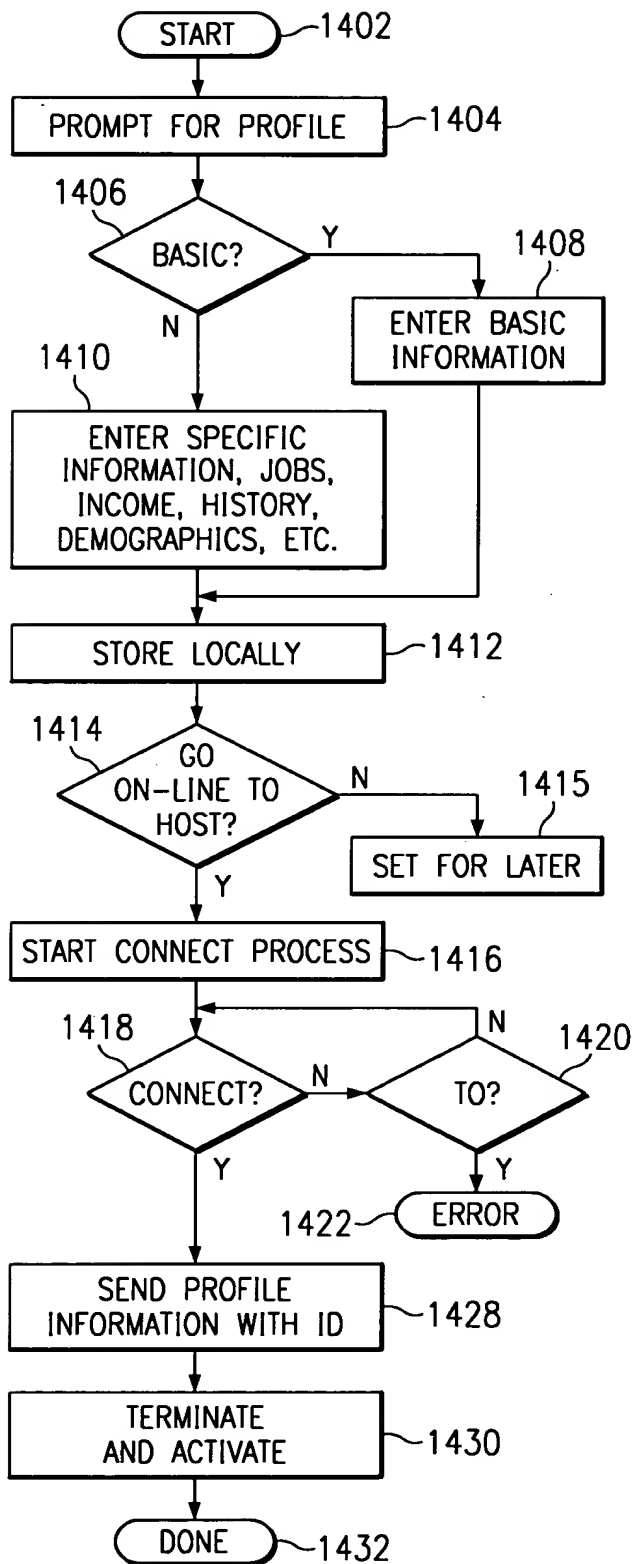


FIG. 14

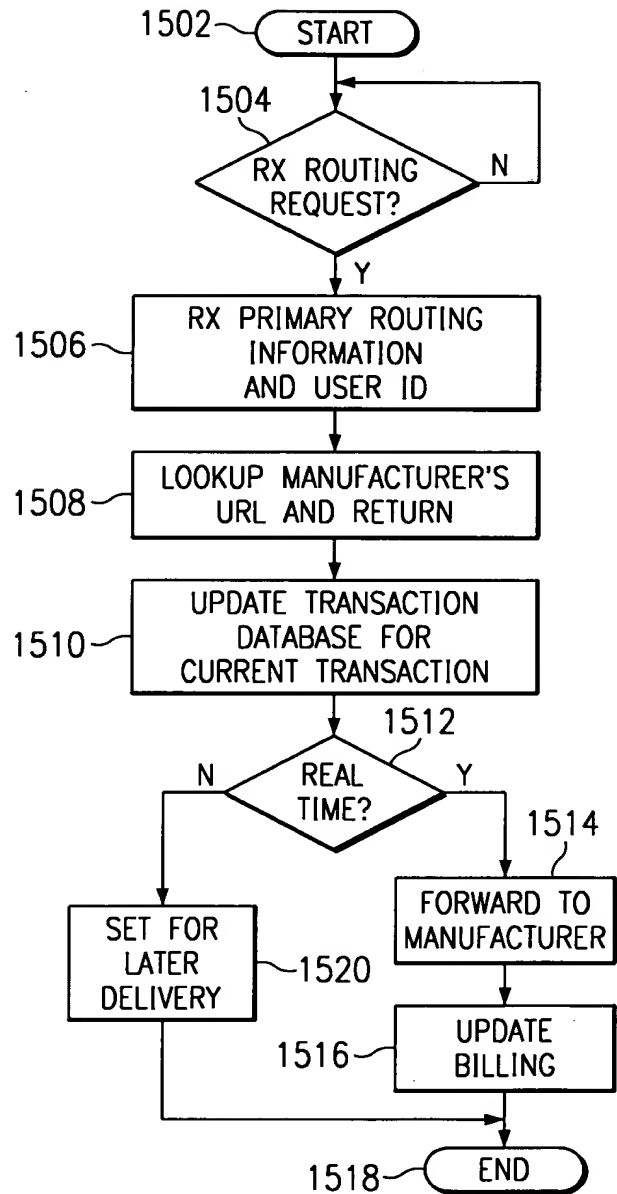


FIG. 15

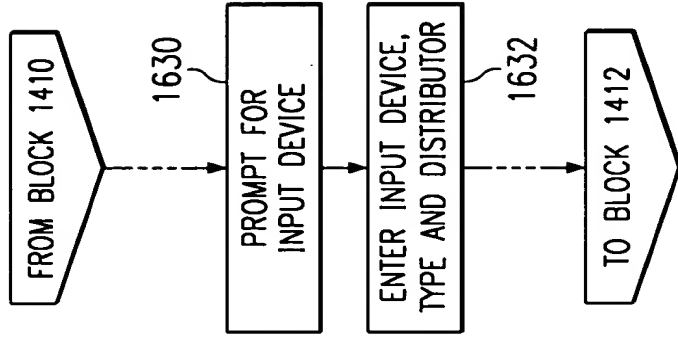


FIG. 16a

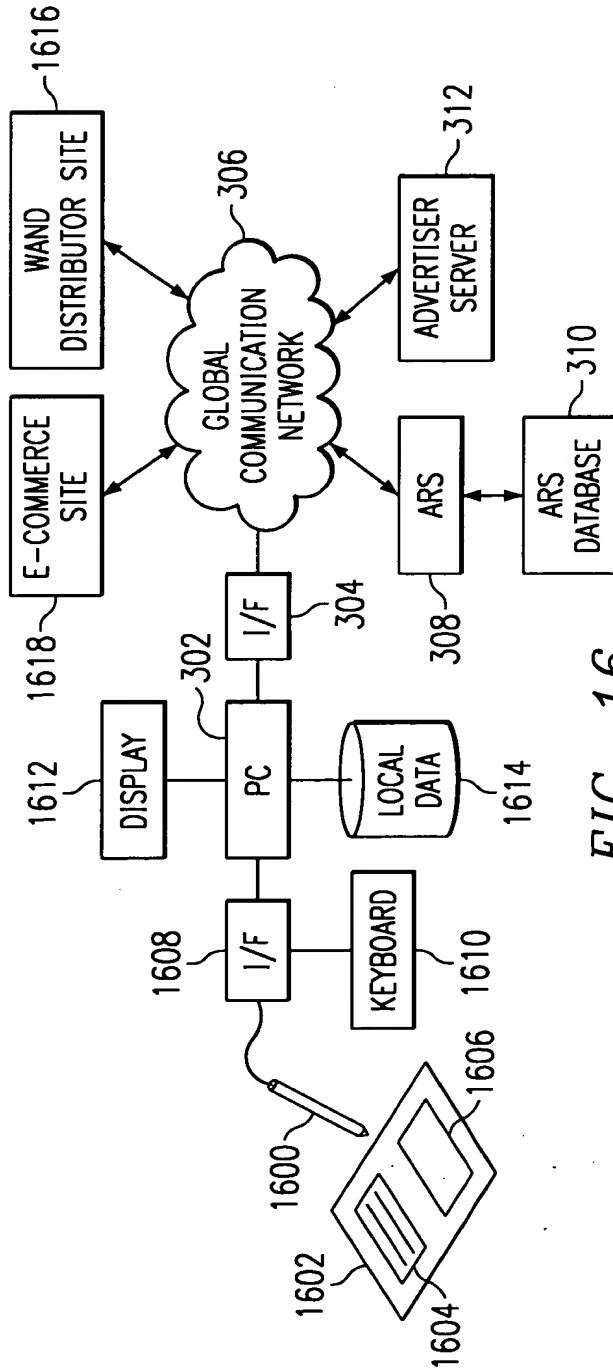


FIG. 16

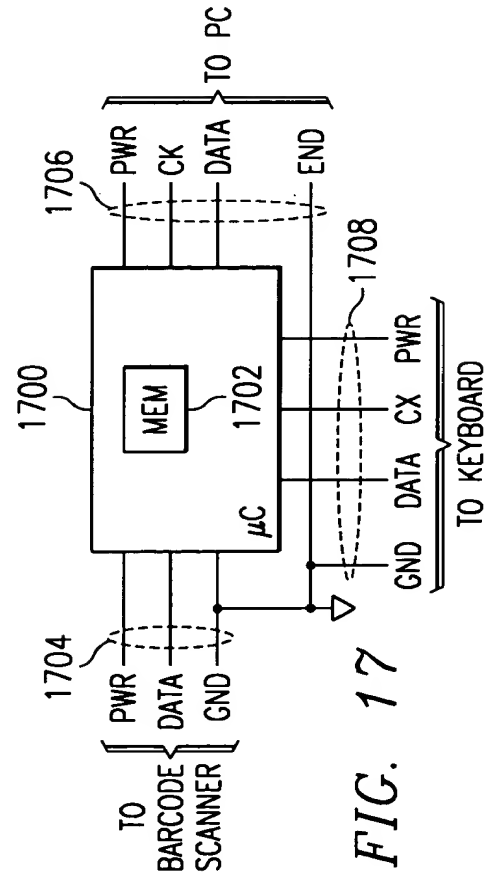


FIG. 17

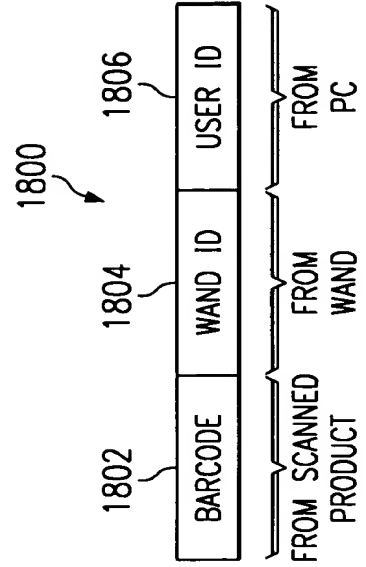
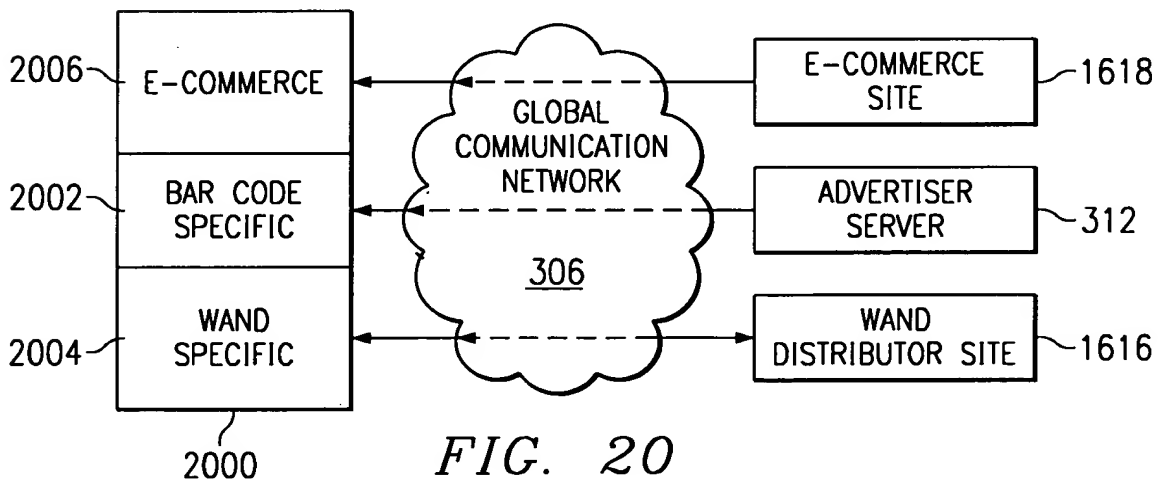
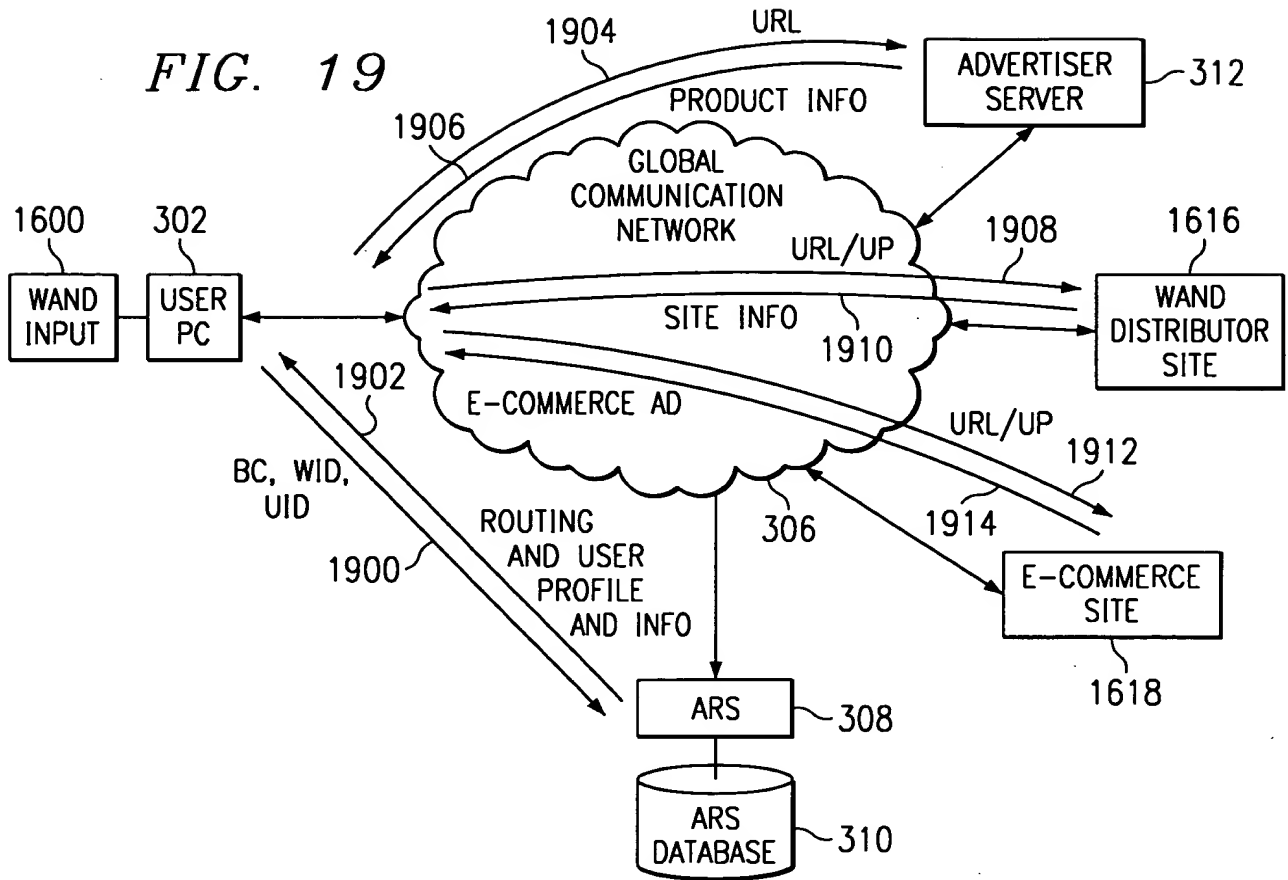


FIG. 18

*FIG. 19*



2102		2104		2106		2108	
PRODUCT		WAND		USER		E-COMMERCE	
BC	ROUTE	ID	DISTR	PROFILE		BC	INFO

FIG. 21



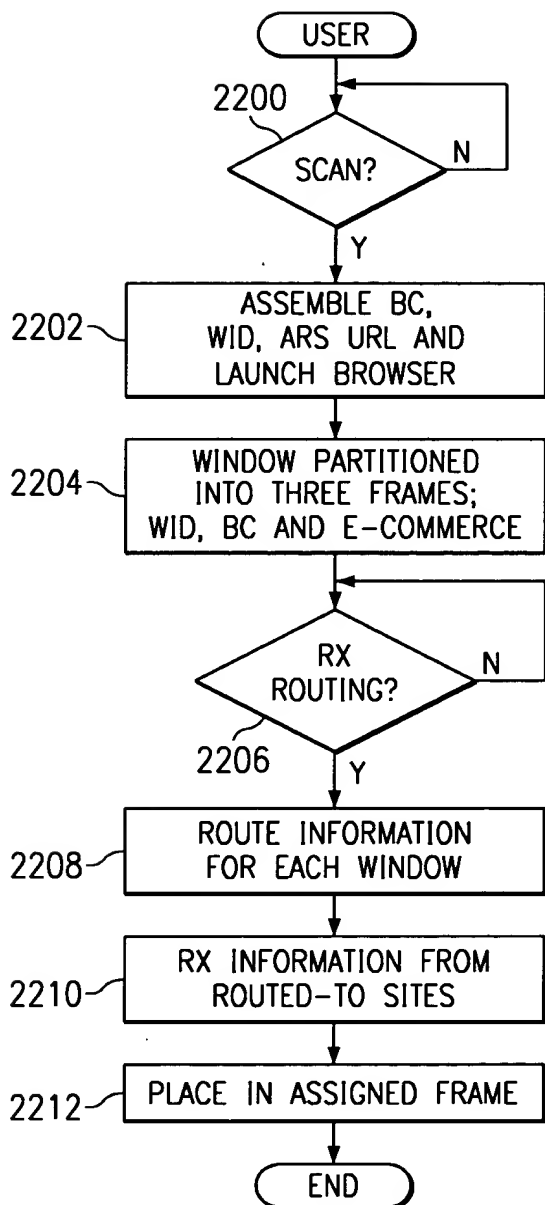


FIG. 22

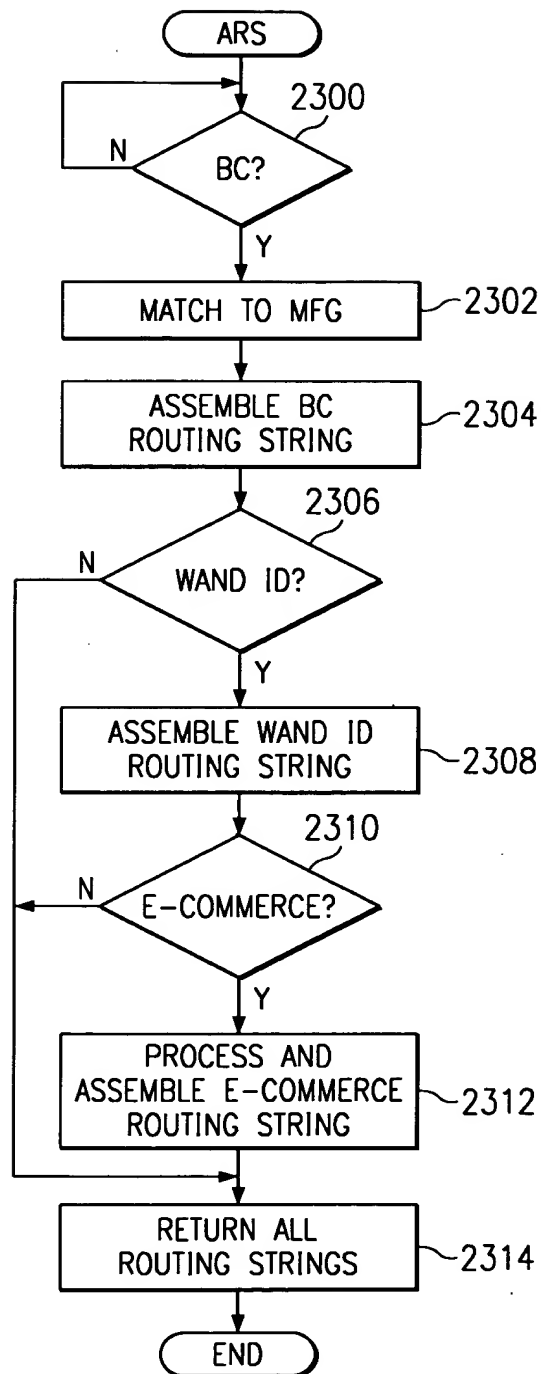


FIG. 23

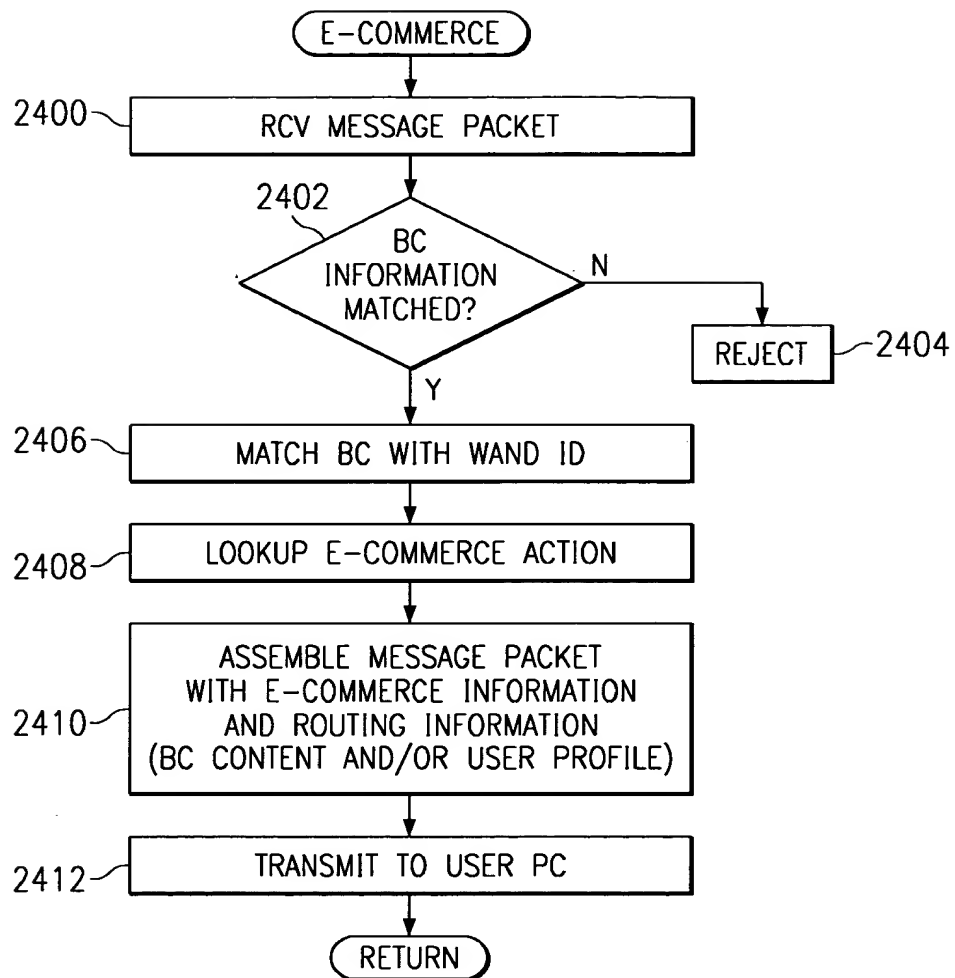


FIG. 24

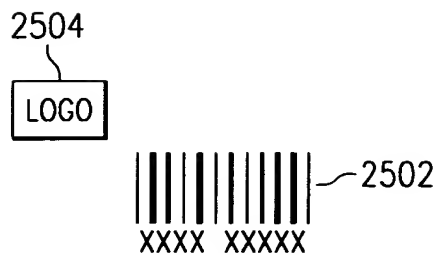


FIG. 25a

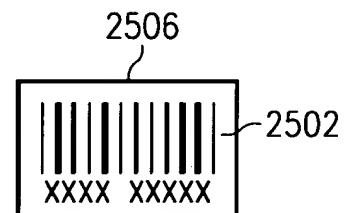


FIG. 25b